

CURRICULUM VITAE - Sasi Palsson

Nationality: Icelandic (fluent English)

Date of Birth: 17.07.1977 (27)

Key skills: Creative and conceptual thinking, communication design, writing, research.

Experience: Project management for an Icelandic production house, mainly TV ads. Freelance graphic design (T-shirts, jacket design for books and CD's. Experience of customer care and liaising with customers, keeping people happy. Experience of managing a group of people both as head of staff at a night-club and in training peers in quality management. Through my studies I have gained good experience in research.

PREVIOUS EMPLOYMENT

2002 - Present - Freelance work - Reykjavik/London
Graphic design, Consultancy

- T-shirt design (in-flight merchandise for Iceland express)
- Advised a new company on its identity and designed a logo.
- Various graphic design jobs (CD covers, book jackets, leaflets)

Summer 2003 - Coincraft - London
Graphic Design, Photography, Ebay

- Layout for catalogue selling coins
- Photographing coins and manipulating in Photoshop and training staff to take over my duties
- Photographing various articles and selling on Ebay

April - September 2004 - Storm Productions and Events - Reykjavik
Production management, Art direction, Graphic Design

- Project Managed the making of 17 TV commercials and 3 x 10 minute promotional material for Reykjavik Arts Festival.
- Came up with concepts and designed pitches for events.

**Summer 2001 - The Icelandic Steamship Co. - Reykjavik
Sales Representative, Cashier**

- Part time cashier duties.
- Full time Service Rep., liaising with 20 important clients.

**Oct. 1999 - May 2000 - The Coffee Theatre - Reykjavik
Various part-time jobs**

- Public relation, assistant to art director.
- Design for some of the theatres publication.
- Ticket sales, bar work, set assistant, lighting assistant, events organizing.

**Sept. 1998 - May 2000 - Spotlight Club - Reykjavik
Manager, Staff Supervisor**

- Had a hand in opening and naming the club.
- Organisation of shifts, buying stock.
- Supervising staff, bartending work.

**Feb. 2000 - Aug. 2000 - The Icelandic Steamship Co. - Reykjavik
Sales Representative, Cashier, Quality Management**

- Part time cashier duties and quality management for Customer Service Dept. Later, full time Service Rep. liaising with 20 important clients.

**Summer 1999 - The Icelandic Steamship Co. - Reykjavik
Head of Cash Management, Hafnarfjordur branch.**

- Various accounting duties.
- Negotiating deals, debt paying and other customer relations.

**Sept. 1997 - Dec. 1998 - The Icelandic Steamship Co. - Reykjavik
Service Representative, Cash Management**

- Meeting and greeting of clients.
- Various accounting duties, Petty cash management.
- Assistant to head of department when needed.
- Responsible for the collection of unpaid invoices.

1990 - 1997 - Various jobs - Reykjavik/Dublin

- Summer jobs: gardening, childcare, mail delivery
- Volunteer work for Barretstown (charity for terminally ill children), Dublin
- Summers 1996 and 1997: Post Office cashier

EDUCATION:

Sept. 2003 - present - Central St. Martins College of Arts and Design - London

M.A. Creative Practice for Narrative Environments

- Spatial design with focus on introducing narrative in space
- Interdisciplinary teamwork and processes
- Research and development processes.
- Narrative theory.
- Cultural studies.

Sept. 2000 - July 2003 - Central St. Martins College of Arts and Design - London

B.A (HONS) Arts and Design (Media pathway)

- Research and development processes.
- Computer studies: Illustrator, Photoshop, Quark Xpress, Flash.
- Cultural studies, designed to give a greater understanding of today's arts and design environment.

- Workshops in various disciplines ranging from silk screen printing to ceramics.

**Jan. 1999 – May 1999 – Hafnarfjordur Trade College – Iceland
Design studies**

- Research and development process.
- Basics of working in plastic, wood and metal.
- Some freehand and technical drawing

**1995 – Breidholt College – Reykjavik
3 month course in journalism.**

- Research and development processes.
- Radio presenting
- Basics of newspaper journalism.

**1992 – 1997 The Commercial College of Iceland Reykjavik
Business, Computer and Language Studies**

- Accounting, Economics (macro and micro)
- Computer studies; Word, Excel, Powerpoint, Access
- English (total of 8 years studied)
- Danish (total of 10 years studied)
- German (total of 5 years studied)
- French (total of 2 years studied)